C7715-3A

APRIL
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '86 vs '85	% IND	
	1986	1985		1986	1985
AMC	5472	11739	46.61	.60	1.25
(Alliance)	3774	6360	59.34	.41	.67
(Encore)	970	4395	22.07	.11	.47
(Eagle)	728	984	73.98	.08	.11
CHRYSLER	31962	31981	99.94	3.53	3.42
(Laser)	2905	6176	45.56	.32	.66
(Le Baron/GTS)	15437	12521	123.29	1.71	1.34
(E/HY/S AY)	13620	13084	104.10	1.50	1.40
DODGE	41248	45260	91.14	4.55	4.83
(Daytona)	3684	5674	64.93	.41	.61
(Colt/Vista/Conq)	5846	3092	189.07	.65	.33
(Omni/Shadow)	10590	14717	71.96	1.16	1.56
(Aries)	7973	10528	75.73	.88	1.13
(Lancer)	4614	2750	169.01	.51	.29
(600)	5984	5251	113.96	.66	.56
(Diplomat)	2557	3268	78.24	.28	.35
PLYMOUTH	31393	37024	84.79	3.46	3.96
(Colt/Vista/Conq)	5365	2954	181.31	.59	.32
(Horizn/Sundance)	10937	15108	72.39	1.20	1.61
(Reliant)	9861	13925	70.82	1.09	1.49
(Caravelle)	3869	3362	115.08	.43	.36
(Gran Fury)	1361	1670	81.50	.15	.18
CHRYSLER CORP	104603	114265	91.54	11.54	12.21
FORD	111111	125904	88.25	12.26	13.46
(Escort)	32760	28596	115.37	3.61	3.04
(Mustang)	15922	14278	111.51	1.76	1.53
(Tempo)	18351	34821	52.70	2.02	3.72
(Taurus)	17192	-	-	1.90	-
(LTD/Crn Vict)	16541	33619	49.20	1.83	3.59
(T'Bird)	10345	14790	69.95	1.14	1.58
LINCOLN	13098	13603	96.29	1.45	1.45
(Mark VII)	1727	1535	112.51	.20	.16
ZEPHYR	1198	466	257.08	.13	.05
MERCURY	41045	49048	83.68	4.53	5.25
(Lynx)	5420	5612	96.58	.60	.60
(Capri)	1139	1428	79.76	.13	.15
(Topaz)	4695	10282	45.66	.52	1.10
(Sable)	8801	-	-	.97	-
(Marq/Gr Marq)	12060	20753	58.11	1.32	2.23
(Cougar)	8930	10973	81.38	.99	1.17
LINC/MERC DIV	55341	63117	87.68	6.11	6.75
FORD MOTOR CO.	166452	189021	88.06	18.37	20.21
BUICK	60420	76244	79.25	6.67	8.15
(Skyhawk)	6697	10695	62.62	.74	1.14
(Somerset/Skylrk)	7447	8462	88.01	.82	.90
(Century)	18478	16796	110.01	2.05	1.80
(Regal)	5906	7874	75.01	.65	.84
(Riviera)	1368	4023	34.00	.15	.43
CADILLAC	23950	24351	98.35	2.64	2.60
(Cimarron)	2057	2621	78.48	.22	.28
(Eldorado)	1782	5178	34.41	.20	.55
(Seville)	1324	2465	53.71	.15	.26
CHEVROLET	147317	148410	99.26	16.26	15.88
(Chevette)	7667	9087	84.37	.85	.97
(Celebrity)	34128	27474	124.22	3.77	2.94
(Cavalier)	28996	48634	59.62	3.20	5.22
(Camaro)	17866	23966	74.55	1.97	2.56
(Corvette)	3527	3675	95.97	.39	.39
(Monte Carlo)	10158	10376	97.90	1.12	1.11
OLDSMOBILE	86258	94789	91.00	9.52	10.13
(Firenza)	3396	6932	48.99	.37	.74
(Calais)	11066	10348	106.94	1.22	1.11
(Cutlass Ciera)	25139	28887	87.03	2.78	3.09
(Cutlass)	15148	18361	82.50	1.67	1.96
(Toronado)	1319	3021	43.66	.15	.32
PONTIAC	72425	72602	99.76	7.99	7.76
(1000)	1905	1692	112.59	.21	.18
(Sunbird)	7349	12740	57.68	.81	1.37
(Grand AM)	19382	10267	188.78	2.13	1.10
(6000)	13598	12486	108.91	1.50	1.33
(Bonneville)	3051	4350	70.17	.34	.46
(Firebird)	9068	9508	95.37	1.00	1.02
(Fiero)	5762	11832	48.70	.64	1.26
GEN MTRS CORP	390370	416396	93.75	43.08	44.52
Misc. Domestic	6	14	42.86	-	-
Other Import	239368	204073	117.30	26.41	21.81
U.S. TOTAL	906271	935508	96.87		

UNITED STATES SUMMARY
APRIL 1986 ISSUED 05/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
AMC	25402	47322	53.68	.73	1.38	128318
(Alliance)	17312	25288	68.46	.50	.73	73472
(Encore)	4947	11040	29.03	.14	.50	41534
(Eagle)	3143	4994	62.94	.09	.15	13312
CHRYSLER	110745	113406	97.65	3.17	3.31	371292
(Laser)	9235	20256	45.59	.26	.59	50870
(Lo Baron/GTS)	55755	42824	130.20	1.60	1.25	154217
(E/MY/S AY)	45753	50326	90.91	1.31	1.47	166205
DODGE	152863	176612	89.60	4.39	4.99	478037
(Daytona)	11849	18460	64.19	.34	.54	48784
(Colt/Vista/Conq)	24637	14069	175.12	.71	.41	52282
(Omni/Shadow)	38771	55698	69.61	1.11	1.63	127241
(Aries)	33484	40155	83.39	.96	1.17	114289
(Lancer)	17007	9932	171.23	.49	.29	47325
(600)	18905	19755	95.70	.54	.58	54681
(Diplomat)	8210	12543	65.45	.24	.37	33435
PLYMOUTH	127441	142601	89.37	3.65	4.16	373209
(Colt/Vista/Conq)	22741	13682	166.21	.65	.40	48952
(Horizn/Sundance)	41218	60415	68.22	1.18	1.75	135366
(Reliant)	46199	49850	92.68	1.32	1.46	137213
(Caravelle)	12766	12501	102.12	.37	.37	35501
(Gran Fury)	4517	6153	73.41	.13	.18	16177
CHRYSLER CORP	391047	426619	91.66	11.21	12.46	1222538
FORD	434167	463128	93.75	12.44	13.53	1364829
(Escort)	133021	123887	107.37	3.80	3.62	425347
(Mustang)	54009	53059	101.79	1.55	1.55	157357
(Tempo)	88916	118461	75.06	2.55	3.46	278475
(Taurus)	47799	-	-	1.37	-	1653
(LTD/Crn Vict)	62320	118023	52.80	1.79	3.45	345641
(T'Bird)	48102	49698	96.79	1.38	1.45	156356
LINCOLN	49701	55372	89.76	1.42	1.62	164295
(Mark VII)	6314	7353	85.87	.18	.22	20401
RX4 Navker	4702	864	544.21	.13	.03	8063
MERCURY	152429	175654	86.78	4.38	5.12	515895
(Lynx)	23752	23035	103.12	.68	.67	83620
(Capri)	3877	5363	72.29	.11	.16	15632
(Topaz)	20687	32489	63.67	.59	.95	73554
(Sable)	22913	-	-	.66	-	879
(Marq/Gr Marq)	43517	76247	57.07	1.26	2.21	223656
(Cougar)	37683	38522	97.82	1.08	1.13	118554
LINC/MERC DIV	206832	231890	89.19	5.93	6.77	688253
FORD MOTOR CO	640999	695018	92.23	18.37	20.30	2053082
BUICK	234822	277189	84.72	6.73	8.10	851031
(Skyhawk)	21314	30349	70.23	.61	.89	85411
(Somerset/Skylrk)	36646	27203	134.71	1.05	.79	93259
(Century)	76154	64551	118.25	2.19	1.89	233268
(Regal)	27312	32817	83.07	.78	.96	114047
(Riviera)	5679	16432	34.56	.16	.48	48891
CADILLAC	94749	91274	103.81	2.72	2.67	301220
(Cimarron)	6920	6336	109.22	.20	.19	22768
(Eldorado)	7336	20254	36.22	.22	.60	60754
(Seville)	4989	9754	51.15	.14	.28	29986
CHEVROLET	555397	517524	107.32	15.91	15.10	1658768
(Chevette)	25795	42129	61.23	.74	1.23	129007
(Celebrity)	129466	101111	128.04	3.71	2.95	360963
(Cavalier)	135791	140660	96.54	3.89	4.10	419697
(Camaro)	54146	89109	60.76	1.55	2.60	245879
(Corvette)	11034	12540	87.99	.32	.37	38042
(Monte Carlo)	33315	35404	94.10	.95	1.03	111169
GM OLDSMOBILE	336845	334465	100.71	9.65	9.77	1067881
(Firenza)	11893	20259	58.70	.34	.59	49780
(Calais)	35869	34456	104.10	1.03	1.01	122561
(Cutlass Ciera)	106678	97776	109.10	3.05	2.86	329934
(Cutlass)	71505	67810	105.45	2.05	1.98	218881
(Toronado)	4603	11671	39.44	.13	.34	32879
PONTIAC	269699	237985	113.33	7.73	6.95	785098
(1000)	7065	7263	97.27	.20	.21	22239
(Sunbird)	34227	37528	91.20	.98	1.10	115183
(Grand Am)	63697	33098	192.45	1.83	.97	116535
(6000)	55713	43714	127.45	1.60	1.28	162820
(Bonneville)	15146	16737	90.49	.43	.49	52139
(Firebird)	28776	31371	91.73	.82	.92	100049
(Fiero)	21839	30349	71.96	.63	.89	90421
GEN. MTRS CORP	1491512	1458437	102.27	42.74	42.59	4664006
Misc. Domestic	32	69	46.38	-	-	240
Other Import	940154	796660	118.01	26.95	23.27	2020416
U.S TOTAL	3489146	3424125	101.90			10888600

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	37393	9.32	137239	173999	78.87	9.21	11.76
Plymouth	10252	2.56	37446	33512	111.74	2.51	2.26
Ford	110348	27.51	412405	407868	101.11	27.66	27.56
Chevrolet	105165	26.21	397065	378304	104.96	26.63	25.56
G.M.C	29427	7.34	109836	104671	104.93	7.37	7.07
International	5956	1.48	20279	22894	88.58	1.36	1.55
Jeep	14704	3.67	59568	50383	118.23	4.00	3.40
Mack/Midliner	2018	.50	6865	10318	66.53	.46	.70
Kenworth	1121	.28	3493	3877	90.10	.23	.26
Peterbilt	881	.22	3121	4043	77.20	.21	.27
Daimler-Benz Corp.	1818	.45	6417	7647	83.92	.43	.52
Volvo White	1069	.27	3717	4282	86.81	.25	.29
Western Star	76	.02	389	387	100.52	.03	.03
Other Imports__	80449	20.05	291187	275990	105.51	19.53	18.65
Miscellaneous Domestic	496	.12	1779	1745	101.95	.12	.12
U. S. Total	401173		1490806	1479920	100.74		

TRUCKS BY WEIGHT GROUPS--YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	95054	42185	-	-	-	-	-	-
(Dodge 1)	79914	25925	-	-	-	-	-	-
Plymouth *	37446	-	-	-	-	-	-	-
Ford	246416	148902	-	-	-	3400	10006	3681
(Ford 2)	184733	47912	-	-	-	-	-	-
Chevrolet	230223	52645	7859	130	110	2246	3681	171
(Chev 3)	178988	53650	-	-	-	-	-	-
G.M.C	52911	41852	856	86	750	1810	9019	2552
(G.M.C 4)	39642	12997	-	-	-	-	-	-
International	-	-	-	-	-	5714	6376	8189
Jeep	53806	5762	-	-	-	-	-	-
(Jeep 5)	43591	5252	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	656	666	5543
Kenworth	-	-	-	-	-	-	-	3493
Peterbilt	-	-	-	-	-	-	-	3121
Daimler-Benz Corp.	-	-	-	-	-	727	352	5338
Volvo White	-	-	-	-	-	-	390	3327
Western Star	-	-	-	-	-	-	-	389
Other Imports	284651	3919	1965	246	119	62	211	14
Miscellaneous Domestic	-	1013	-	-	-	-	30	738
Total	1000507	396278	10680	462	979	14615	30731	36554
1985 Total	957779	418463	11609	314	2232	17758	25777	45988
1986 vs '85	104.46	94.70	92.00	147.13	43.86	82.30	119.22	79.49

(Plane Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Cavallero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	21352	.61	5218	.15
Chevrolet Spectrum	25942	.74	12246	.36
Dodge Colt	18126	.52	10694	.31
Dodge Colt Vista SW	5551	.16	2582	.08
Dodge Conquest	960	.03	793	.02
Plymouth Colt	16590	.48	10312	.30
Plymouth Colt Vista SW	5220	.15	2573	.08
Plymouth Conquest	931	.03	797	.02
XR4 Merkur	4702	.13	864	.03
Total Domestic Sponsored Imports	99374	2.85	46079	1.35
OTHER IMPORTS				
Audi	22962	.66	22658	.66
BMW	28122	.81	26422	.77
Honda	190512	5.46	171601	5.01
Mazda	80712	2.31	55148	1.61
Mercedes Benz	31119	.89	28610	.84
Nissan	171065	4.90	152143	4.44
Subaru	62326	1.80	46579	1.36
Toyota	165095	4.73	152694	4.46
Volkswagen	65674	1.88	54552	1.59
Volvo	34695	.99	32367	.95
Others	87272	2.50	53906	1.57
Total Other Imports	940154	26.95	796660	23.27
GRAND TOTAL ALL IMPORT CARS	1039528	29.79	842739	24.61

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	24426	1.64	24267	1.64
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	29460	1.98	22306	1.51
Mazda	42057	2.82	34089	2.30
Mitsubishi	8953	.60	8176	.55
Nissan	69372	4.65	89508	6.05
Subaru	972	.07	1336	.09
Toyota	124047	8.32	113440	7.67
Volkswagen	3557	.24	5089	.34
Others	10152	.68	578	.04
Total Other Import Trucks	288570	19.36	274522	18.55
GRAND TOTAL ALL IMPORT TRUCKS	312996	21.00	298789	20.19

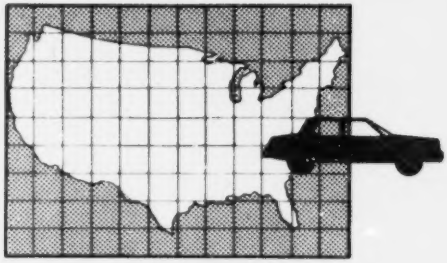
NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	67783	4.55	80559	5.44
DODGE DAKOTA	-	-	-	-
FORD RANGER	89935	6.03	98725	6.67
GMC S15	19365	1.27	18435	1.25
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SOME STATES DO NOT INDICATE FUEL USE. NO SALES REPORTED DURING THE SHUTDOWN PERIODS.			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3983340
*1979	10356895	3472209
*1980	8760937	2476177
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128720	4048998
1985	10988606	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R-1-86
APRIL 1986 ISSUED 06/86
(1) REVISED 10/85



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- What are the demographic characteristics of the new Thunderbird purchasers?

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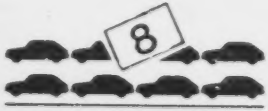
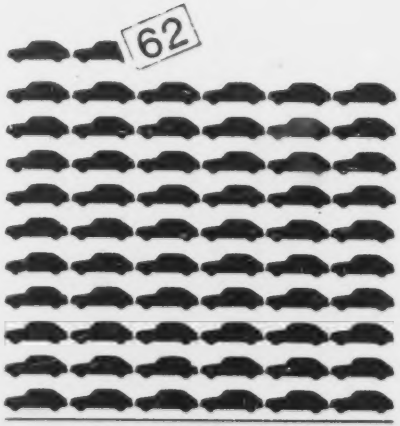
How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS

POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
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